



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production
138 Conant Street
Beverly, MA 01915

Contract # 192914

Schedule Dates 08/08/12-08/14/12
Advertiser Romney/P/R (15707)
Agency American Rambler Production (5128)
Product Political-Political (1086)
Brand Romney for President (67445)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Kincaid, Stephanie
Phone/Fax (202) 567-6193 /
CPE ROMNEY/US PRESIDENT/315-AUG 8/8 - 8/14
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments August 8-14, 2012 - EST 315

Date Entered 08/06/12
Last Modified 08/06/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$35,865.00
Net Total \$203,235.00
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Aug. 2012 112 \$239,100.00
Grand Total: 112 \$239,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/08/12-08/10/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A				2	1	1			4	\$1,400.00	\$5,600.00	WJLA Arlington (WJLA)		8/6/12
2.0	Normal Line / SPOT	08/08/12-08/09/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA				2	2				4	\$2,000.00	\$8,000.00	WJLA Arlington (WJLA)		8/6/12
3.0	Normal Line / SPOT	08/10/12-08/10/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA						2			2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/6/12
4.0	Normal Line / SPOT	08/08/12-08/10/12	3	:30	9A- LIVE!				1	1	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		8/6/12
5.0	Normal Line / SPOT	08/08/12-08/10/12	3	:30	10:58A- ABC-THE VIEW				1	1	1			3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/6/12
6.0	Normal Line / SPOT	08/08/12-08/10/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				2	2	2			6	\$1,600.00	\$9,600.00	WJLA Arlington (WJLA)		8/6/12
7.0	Normal Line / SPOT	08/08/12-08/10/12	3	:30	2P- ABC-GOOD AFTERNOON AMERICA				1	1	1			3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		8/6/12
8.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	3:59P- ANDERSON COOPER SHOW				1	1	1			3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		8/6/12
9.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	3P- ABC-GENERAL HOSPITAL				1	1	1			3	\$1,600.00	\$4,800.00	WJLA Arlington (WJLA)		8/6/12
10.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P				2	2	2			6	\$1,400.00	\$8,400.00	WJLA Arlington (WJLA)		8/6/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Schedule Dates	08/08/12-08/14/12	Date Entered	08/06/12
Advertiser	Romney/P/R (15707)	Last Modified	08/06/12
Agency	American Rambler Production (5128)	Entered By	Susan Petro
Product	Political-Political (1088)	CO-OP	No
Brand	Romney for President (67445)	Headline #	
Salesperson	Petro, Susan (1110)	Demo	
Sales Office	WJLA - Core Team	Order Type	Normal
Buyer Name	Kincaid, Stephanie	Package Deal	
Phone/Fax	(202) 567-6193 /	Commission %	15.00
CPE	ROMNEY/US PRESIDENT/315-AUG 8/8 - 8/14	Commission	\$35,865.00
Account Types	Local/Political Candidate Agency	Net Total	\$203,235.00
Billing Type	Standard	Sales Tax	
Comments	August 8-14, 2012 - EST 315		

WJLA Arlington (WJLA)		
By Broadcast Month	Spots	Rate
Aug. 2012	112	\$239,100.00
Grand Total:	112	\$239,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT	08/08/12-08/10/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				2	2	2			6	\$3,200.00	\$19,200.00	WJLA Arlington (WJLA)		8/6/12
12.0	Normal Line / SPOT	08/08/12-08/08/12	3	:30	6:58P- WHEEL OF FORTUNE				1					1	\$5,200.00	\$5,200.00	WJLA Arlington (WJLA)		8/6/12
13.0	Normal Line / SPOT	08/10/12-08/10/12	3	:30	6:58P- WHEEL OF FORTUNE						1			1	\$5,200.00	\$5,200.00	WJLA Arlington (WJLA)		8/6/12
14.0	Normal Line / SPOT	08/10/12-08/10/12	3	:30	7:22P- JEOPARDY						1			1	\$5,600.00	\$5,600.00	WJLA Arlington (WJLA)		8/6/12
15.0	Normal Line / SPOT	08/08/12-08/08/12	3	:30	7:22P- JEOPARDY				1					1	\$5,600.00	\$5,600.00	WJLA Arlington (WJLA)		8/6/12
16.0	Normal Line / SPOT	08/08/12-08/09/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P				2	2				4	\$2,500.00	\$10,000.00	WJLA Arlington (WJLA)		8/6/12
17.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	11:35P- ABC-ABC NIGHTLINE				1		1			2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		8/6/12
18.0	Normal Line / SPOT	08/09/12-08/09/12	4	:30	11:35P- ABC-ABC NIGHTLINE						1			1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		8/6/12
19.0	Normal Line / SPOT	08/10/12-08/10/12	4	:30	9:01P- ABC--20/20						1			1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/6/12
20.0	Normal Line / SPOT	08/11/12-08/11/12	3	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							1		1	\$700.00	\$700.00	WJLA Arlington (WJLA)		8/6/12
21.0	Normal Line / SPOT	08/11/12-08/11/12	3	:30	6P- NEWS-ABC 7 NEWS @ 6P SAT							2		2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		8/6/12

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WJLA Arlington (WJLA)
By Broadcast Month
Aug. 2012
Grand Total:

Spots	Rate
112	\$239,100.00
112	\$239,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
22.0	Normal Line / SPOT	08/11/12-08/11/12	3	:30	6:58P- WHEEL OF FORTUNE WEEKEND							2		2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		8/6/12
23.0	Normal Line / SPOT	08/11/12-08/11/12	3	:30	7:29P- JEOPARDY WEEKEND							2		2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		8/6/12
24.0	Normal Line / SPOT	08/12/12-08/12/12	3	:30	7:58A- ABC-GOOD MORNING AMERICA SUN							2		2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		8/6/12
25.0	Normal Line / SPOT	08/12/12-08/12/12	3	:30	9A- INSIDE WASHINGTON							1		1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		8/6/12
26.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		8/6/12
27.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	6:58P- ABC-AMERICA'S FUNNIEST HOME VIDEOS							1		1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		8/6/12
28.0	Normal Line / SPOT	08/12/12-08/12/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P							2		2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		8/6/12
29.0	Normal Line / SPOT	08/14/12-08/14/12	4	:30	11:35P- ABC-ABC NIGHTLINE							1		1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		8/6/12
30.0	Normal Line / SPOT	08/13/12-08/13/12	4	:30	11:35P- ABC-ABC NIGHTLINE							1		1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		8/6/12
31.0	Normal Line / SPOT	08/13/12-08/13/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P							2		2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		8/6/12

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By Broadcast Month
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32.0	Normal Line / SPOT	08/14/12-08/14/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P			2						2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		8/6/12
33.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	7:27P- JEOPARDY		1	1						2	\$5,600.00	\$11,200.00	WJLA Arlington (WJLA)		8/6/12
34.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	6:58P- WHEEL OF FORTUNE		1	1						2	\$5,200.00	\$10,400.00	WJLA Arlington (WJLA)		8/6/12
35.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		2	2						4	\$3,200.00	\$12,800.00	WJLA Arlington (WJLA)		8/6/12
36.0	Normal Line / SPOT	08/13/12-08/14/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		2	2						4	\$1,400.00	\$5,600.00	WJLA Arlington (WJLA)		8/6/12
37.0	Normal Line / SPOT	08/13/12-08/14/12	4	:30	3:59P- ANDERSON COOPER SHOW		1	1						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		8/6/12
38.0	Normal Line / SPOT	08/13/12-08/14/12	4	:30	3P- ABC-GENERAL HOSPITAL		1	1						2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		8/6/12
39.0	Normal Line / SPOT	08/13/12-08/14/12	4	:30	2P- ABC-GOOD AFTERNOON AMERICA		1	1						2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		8/6/12
40.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		2	2						4	\$1,600.00	\$6,400.00	WJLA Arlington (WJLA)		8/6/12
41.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	10:58A- ABC-THE VIEW		1	1						2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/6/12
42.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	9A- LIVE!		1	1						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		8/6/12

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WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
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43.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		2	2						4	\$2,000.00	\$8,000.00	WJLA Arlington (WJLA)		8/6/12
44.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		2	1						3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		8/6/12
45.0	Normal Line / SPOT	08/10/12-08/10/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P						2			2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		8/6/12
46.0	Normal Line / SPOT	08/09/12-08/09/12	4	:30	7:30P- 8P (EST)					1				1	\$5,600.00	\$5,600.00	WJLA Arlington (WJLA)		8/6/12
47.0	Normal Line / SPOT	08/09/12-08/09/12	4	:30	7P- 7:30P (EST)					1				1	\$5,200.00	\$5,200.00	WJLA Arlington (WJLA)		8/6/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

TvSCAN

Stephanie Kincaid - 8/6/12 1:25 PM

Broadcast Order/Confirmation

Washington DC (HAGRSTWN)(B&C) - CJL/11 Nielsen

Buyer	Stephanie Kincaid	Order Number	315
Client	Romney for President, Inc.	Campaign	August 8-14
		Flight	Flight 1 08/08/12-08/14/12
Station	WJLA	Agency	American Rambler Productio
Address		Address	

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
GOOD-WASH 600A											
Mo-Tu 6:00a- 7:00a	\$1,400	Aug13-Aug14	:30	3	2	1	--	--	--	--	--
GOOD-WASH 600A											
We-Fr 6:00a- 7:00a	\$1,400	Aug08-Aug10	:30	4	--	--	2	1	1	--	--
GD MRN AMR-ABC											
Mo-Tu 7:00a- 9:00a	\$2,000	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
GD MRN AMR-ABC											
We-Fr 7:00a- 9:00a	\$2,000	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
REGIS&KELLY											
Mo-Tu 9:00a-10:00a	\$1,200	Aug13-Aug14	:30	2	1	1	--	--	--	--	--
REGIS&KELLY											
We-Fr 9:00a-10:00a	\$1,200	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
VIEW-ABC											
We-Fr 11:00a-12:00p	\$2,000	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
VIEW-ABC											
Mo-Tu 11:00a-12:00p	\$2,000	Aug13-Aug14	:30	2	1	1	--	--	--	--	--
ABC7 NWS AT 12											
Mo-Tu 12:00p-12:30p	\$1,600	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
ABC7 NWS AT 12											
We-Fr 12:00p-12:30p	\$1,600	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
GOOD AFTERNOON AMERICA											
We-Fr 2:00p- 3:00p	\$1,400	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
GOOD AFTERNOON AMERICA											
Mo-Tu 2:00p- 3:00p	\$1,400	Aug13-Aug14	:30	2	1	1	--	--	--	--	--
GENRL HOSPITAL											
We-Fr 3:00p- 4:00p	\$1,600	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
GENRL HOSPITAL											
Mo-Tu 3:00p- 4:00p	\$1,600	Aug13-Aug14	:30	2	1	1	--	--	--	--	--

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Stephanie Kincaid - 8/6/12 1:25 PM

Washington DC (HAGRSTWN)(B&C) - CJL/11 Nielsen

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
ANDERSON											
Mo-Tu 4:00p- 5:00p	\$1,000	Aug13-Aug14	:30	2	1	1	--	--	--	--	--
ANDERSON											
We-Fr 4:00p- 5:00p	\$1,000	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
ABC7 NWS AT 5											
We-Fr 5:00p- 6:00p	\$1,400	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
ABC7 NWS AT 5											
Mo-Tu 5:00p- 6:00p	\$1,400	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
ABC7 NWS AT 6											
We-Fr 6:00p- 6:30p	\$3,200	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
ABC7 NWS AT 6											
Mo-Tu 6:00p- 6:30p	\$3,200	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
WHEEL-FORTNE											
We-Fr 7:00p- 7:30p	\$5,200	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
WHEEL-FORTNE											
Mo-Tu 7:00p- 7:30p	\$5,200	Aug13-Aug14	:30	2	1	1	--	--	--	--	--
JEOPARDY											
We-Fr 7:30p- 8:00p	\$5,600	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
JEOPARDY											
Mo-Tu 7:30p- 8:00p	\$5,600	Aug13-Aug14	:30	2	1	1	--	--	--	--	--
ABC7 NWS AT 11											
Mo-Tu 11:00p-11:30p	\$2,500	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
ABC7 NWS AT 11											
We-Fr 11:00p-11:30p	\$2,500	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
ABC-NITELINE											
We-Fr 11:30p-12:00a	\$1,400	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
ABC-NITELINE											
Mo-Tu 11:30p-12:00a	\$1,400	Aug13-Aug14	:30	2	1	1	--	--	--	--	--
20/20-FRI-ABC											
Fri 10:00p-11:00p	\$6,000	Aug10-Aug10	:30	1	--	--	--	--	1	--	--
GD MRN-SAT-ABC											
Sat 7:00a- 8:00a	\$700	Aug11-Aug11	:30	1	--	--	--	--	--	1	--
NEWS											
Sat 6:00p- 6:30p	\$1,000	Aug11-Aug11	:30	2	--	--	--	--	--	2	--
WHEEL-FORTNE W											
Sat 7:00p- 7:30p	\$1,600	Aug11-Aug11	:30	2	--	--	--	--	--	2	--
JEOPARDY-WKND											
Sat 7:30p- 8:00p	\$1,600	Aug11-Aug11	:30	2	--	--	--	--	--	2	--
GD MRN-SUN-ABC											
Sun 8:00a- 9:00a	\$500	Aug12-Aug12	:30	2	--	--	--	--	--	--	2

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TAPSCAN
By Nielsen Suite

Stephanie Kincaid - 8/6/12 1:25 PM

Washington DC (HAGRSTWN)(B&C) - CJL/11 Nielsen

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
INSD WASHINGTON											
Sun 9:00a- 9:30a	\$2,500	Aug12-Aug12	:30	1	--	--	--	--	--	--	1
ABC7 NW AT 630											
Sun 6:30p- 7:00p	\$1,000	Aug12-Aug12	:30	1	--	--	--	--	--	--	1
AMR-VIDEOS-ABC											
Sun 7:00p- 8:00p	\$2,500	Aug12-Aug12	:30	1	--	--	--	--	--	--	1
ABC7 NWS AT 11											
Sun 11:00p-12:00a	\$1,600	Aug12-Aug12	:30	2	--	--	--	--	--	--	2

WJLA Totals \$239,100 112

Monthly Aug 2012
Gross Cost \$239,100.00

Schedule must run as ordered on the days specified. Buyer will request a refund for spots run on days not specified on the order. All makegoods must be approved in advance.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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